

WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

GMMB Attention: Accounts Payable 3050 K St, NW Washington, DC 20007

Send Payment To: **WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
950396-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washington	National

Product	Estimate Number
SKED A 30'S	1537

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	950396	07898913
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
IDB#	Advertiser Code	Product Code
9912856	95	101
00.1200		

Line Start Date End Date Description	Start/End Time	WT TECC	Lanath	Spots/	Dete	Time	
Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 10/16/12 10/19/12 M-F Early Sunrise Class of Time - Immediately Pre-emptible without	5:00-6:00 AM it notice	-TWTF	:30	4	\$200.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/21/12 -TWTF	Spots/Week 4	<u>Rate</u> \$200.00					
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHTu 10/16/12 5:29 AM M-F I	.5	5:00-6:00 AM	:3	O OFA12G145	БН		\$200.00 NM
4 WESHW 10/17/12 5:29 AM M-F I		5:00-6:00 AM		O OFA12Z151			\$200.00 NM
2 WESHTh 10/18/12 5:24 AM M-F I	THE PARTY OF THE PROPERTY OF THE	5:00-6:00 AM	707	O OFA12Z151			\$200.00 NM
3 WESHF 10/19/12 5:24 AM M-F I	Early Sunrise	5:00-6:00 AM	:3	0 OFA12Z151	LH		\$200.00 NM
2 10/22/12 10/22/12 M-F Early Sunrise Class of Time - Immediately Pre-emptible without	5:00-6:00 AM ut notice	M	:30	1	\$200.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 M	Spots/Week 1	<u>Rate</u> \$200.00					
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHM 10/22/12 5:53 AM M-F I	Early Sunrise	5:00-6:00 AM		0 OFA12G15	5н		\$200.00 NM
3 10/16/12 10/19/12 M-F Sunrise @6AM Class of Time - Pre-emptible with notice	6:00-7:00 AM	-TWTF	:30	3	\$1,000.00	NM	
Weeks: Start Date End Date MTWTFSS 10/15/12 10/21/12 -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00					
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WESHTu 10/16/12 6:22 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 OFA12P14	Зн		\$1,000.00 NM
2 WESHW 10/17/12 6:13 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 OFA12Z15	1н		\$1,000.00 NM
3 WESHTh 10/18/12 6:22 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 OFA12G15	5н		\$1,000.00 NM
4 10/16/12 10/19/12 NBC Today Show Class of Time - Pre-emptible with notice	7:00-9:00 AM	-TWTF	:30	3	\$1,500.00	NM	žie:
Weeks: Start Date End Date MTWTFSS 10/15/12 10/21/12 -TWTF	Spots/Week 3	<u>Rate</u> \$1,500.00					
Spots: # Ch Day Air Date Air Time Desc	cription	Start/End Time	Leng	th Ad-ID			Rate Type
1 WESHTu 10/16/12 8:35 AM NBC	Today Show	7:00-9:00 AM	:3	30 OFA12G14	5н		\$1,500.00 NM
3 WESHW 10/17/12 8:34 AM NBC	Today Show	7:00-9:00 AM	:3	30 OFA12Z15	1н		\$1,500.00 NM
2 WESHTh 10/18/12 8:43 AM NBC	Today Show	7:00-9:00 AM	:3	30 OFA12Z15	1н		\$1,500.00 NM
5 10/16/12 10/19/12 *Early Sunrise @4:30 Class of Time - Immediately Pre-emptible without	DAM 430a-5am ut notice	-TWTF	:30	4	\$50.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/15/12 10/21/12 -TWTF	Spots/Week 4	<u>Rate</u> \$50.00					
Spots: # Ch Day Air Date Air Time Desc	A 11 110	Start/End Time	Leng	th Ad-ID			Rate Type



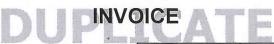


WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | | 10/28/12 | October 2012 | 10/01/12 - 10/22/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

		28.5%		4				Spots				
ne	Start Date	End Date	Descrip		Start/End Time	MTWTFSS	Length	Week		Rate	Туре	
5	10/16/12 Class of Tin		*Early S ately Pre-e	Sunrise @4:30AN mptible without n	1 430a-5am otice	-TWTF	:30	4	x: 43 4 7	\$50.00	NM	
0	Spots: # Ch			Air Time Descript		Start/End Time		gth Ad-ID	•			Rate Type
				4:50 AM *Early S		430a-5am		30 OFA12				\$50.00 NN
				4:29 AM *Early S		430a-5am	,	30 OFA12				\$50.00 NI
	1 WE			- many control of the	unrise @4:30AM unrise @4:30AM	430a-5am 430a-5am		:30 OFA12 :30 OFA12				\$50.00 NM
	IVVL	.0111 10/				430a-3am		.30 OFA12	пстоли			\$50.00 N
6	10/22/12 Class of Tin	10/22/12 ne - Immedia		Sunrise @4:30AN mptible without n		M	:30	1		\$75.00	NM	
	Weeks:	Start Date 10/22/12	End Date 10/28/12		Spots/Week 1	<u>Rate</u> \$75.00						
	Spots: # Ch	Day Air		Air Time Descript		Start/End Time	Len	gth Ad-ID	<u> </u>			Rate Typ
	1 WE	SHM 10	/22/12	4:56 AM *Early S	unrise @4:30AM	430a-5am		:30 OFA12	2G155H			\$75.00 NI
7	10/20/12 Class of Tin	10/20/12 ne - Immedia	Sat 5-6 ately Pre-e	a mptible without n	Sat 5-6a otice	S-	:30	1		\$50.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	<u>Rate</u> \$50.00						
	Spots: # Ch	Day Air	Date A	Air Time Descript	tion	Start/End Time	Len	gth Ad-ID	<u>)</u>			Rate Typ
	2 WE	SHSa 10	/20/12	5:54 AM Sat 5-6a	1	Sat 5-6a		:30 OFA12	2Z151H			\$50.00 N
8	10/20/12 Class of Tin	10/20/12 ne - Pre-emp	Sat Sur	nrise 6-8 AM notice	6:00-8:00 AM	S-	:30	1		\$350.00	NM	
	Weeks:	Start Date 10/15/12		e MTWTFSS	Spots/Week 1	<u>Rate</u> \$350.00						
	Spots: # Ch			Air Time Descrip		Start/End Time	Len	gth Ad-ID)			Rate Typ
	1 WE	SHSa 10	/20/12	6:52 AM Sat Sun	rise 6-8 AM	6:00-8:00 AM		:30 OFA12	2G155H			\$350.00 N
9	10/20/12 Class of Tin	10/20/12 ne - Pre-emp	NBC Sa	aturday notice	Sat 8-10am	S-	:30	•	1 , ;	\$1,300.00	NM	
· · · ·	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	Rate \$1,300.00	\$ -0 (E) =				= 8	-
	Spots: # Ch	Day Air	Date A	Air Time Descrip	tion	Start/End Time	Len	gth Ad-ID)			Rate Tyr
	1 WE	SHSa 10	/20/12	8:30 AM NBC Sa	turday	Sat 8-10am		:30 OFA12	2G155H			\$1,300.00 N
10	10/21/12 Class of Tin	10/21/12 ne - Pre-emp		ınrise@6-8 AM notice	6:00-8:00 AM	S	:30	2	2	\$350.00	NM	
	Weeks:	Start Date 10/15/12		e MTWTFSS	Spots/Week 2	<u>Rate</u> \$350.00						
	Spots: # Ch	Day Air	Date A	Air Time Descrip	tion	Start/End Time	Len	gth Ad-IE	2			Rate Ty
	1 WE	SHSu 10	/21/12	6:27 AM Sun Su	nrise@6-8 AM	6:00-8:00 AM		:30 OFA1	2z151H			\$350.00 N
	2 WE	SHSu 10	/21/12	7:52 AM Sun Su	nrise@6-8 AM	6:00-8:00 AM		:30 OFA1	2G155H			\$350.00 N
11	10/21/12 Class of Tin	10/21/12 ne - Pre-em		unday Today notice	8:00-9:00 AM/9-11A	!S	:30	:	2	\$2,000.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	e MTWTFSS	Spots/Week 2	Rate \$2,000.00						/=%
	Spots: # Ch			Air Time Descrip		Start/End Time	Len	gth Ad-IE)			Rate Ty
	. —	SHSu 10		8:25 AM NBC St		8:00-9:00 AM/9-	200 00 00	:30 OFA1				\$2,000.00 N
	1 WE	SHSu 10	/21/12	8:48 AM NBC St	ınday Today	8:00-9:00 AM/9-	-11/	:30 OFA1	2G155H			\$2,000.00 N
12	10/21/12 Class of Tir	10/21/12 ne - Pre-em			S NBC MEET THE P	FS	:30)	1	\$6,000.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	e MTWTFSS	Spots/Week	Rate \$6,000.00			-			-
	Spots: # Ch			Air Time Descrip		Start/End Time	Ler	gth Ad-II)			Rate Ty
		SHSu 10	-		EET THE PRESS	NBC MEET THE		:30 OFA1				\$6,000.00 N





1 WESHW

10/17/12

4:24 PM M-F 4-5 PM NEWS

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Date Invoice # Invoice Month Invoice Period 950396-1 10/28/12 October 2012 10/01/12 - 10/22/12

<u>Advertiser</u>	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

w.wesh.com										
ne Start Date	End Dat	e Desc	eription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
Class of Tir	RESIDENCE VAL	00 H	ASSIMAL MARKET AND A STATE OF THE STATE OF T	Otaro Erra Timo	NIWIT 33		TTOOK	Tuto	1) po	
Weeks:		e End D		Spots/Week	Rate					
	10/15/12	10/21/		4	\$900.00					
Spots: # Ch		Air Date	Air Time Descrip		Start/End Time	Length	Ad-ID			Rate Type
		10/16/12	9:37 AM Regis 8	T T T T T T T T T T T T T T T T T T T	9:00-10:00 AM		OFA12P143H			\$900.00 NI
		10/17/12	9:24 AM Regis 8	5	9:00-10:00 AM	20000	OFA12Z151H			\$900.00 NI
		10/18/12	9:52 AM Regis 8		9:00-10:00 AM	202.0	OFA12G155H			\$900.00 NI
3 WE	ESHF	10/19/12	9:59 AM Regis 8	& Kelly 9-10 AM	9:00-10:00 AM	:30	OFA12G155H			\$900.00 N
14 10/22/12 Class of Tir		mptible wit		9:00-10:00 AM	M	:30	2	\$900.00	NM	
Weeks:	Start Dat 10/22/12			Spots/Week 2	Rate					
Spots: # Ch		Air Date	Air Time Descrip	_	\$900.00 Start/End Time	Length	Ad-ID			Rate Typ
50.000000000000000000000000000000000000		10/22/12	9:35 AM Regis		9:00-10:00 AM	180, 1) OFA12Z151H			\$900.00 NI
		10/22/12	9:58 AM Regis		9:00-10:00 AM		OFA12G155H			\$900.00 N
15 10/16/12	10/19/1:	2 NBC	Today Show II	10AM-11AM	-TWTF	:30	4	\$800.00	NM	
Class of Tir		mptible wit	th notice	TOAIVI-TTAIVI	1 W 1 1	.50		Ψ000.00	INIVI	
Weeks:	Start Dat 10/15/12	e End D 10/21/		Spots/Week	Rate					
Spots: # Ch		Air Date	Air Time Descrip	4	\$800.00 Start/End Time	Length	Ad-ID			Rate Typ
		10/16/12	10:51 AM NBC T		10AM-11AM) OFA12G145H			\$800.00 N
		10/17/12	10:52 AM NBC T		10AM-11AM) OFA12Z151H			\$800.00 N
		10/18/12	10:51 AM NBC T	Control of the Contro	10AM-11AM) OFA12Z151H			\$800.00 N
		10/19/12	10:58 AM NBC T	A STATE OF THE PARTY OF THE PAR	10AM-11AM) OFA12Z151H			\$800.00 N
16 10/22/12 Class of Tir	10/22/1:		Today Show II	10AM-11AM	M	:30	1	\$800.00	NM	
Weeks:	Start Dat	•		Spots/Week	Rate					
	10/22/12			1	\$800.00					
Spots: # Ch		Air Date	Air Time Descri		Start/End Time		Ad-ID			Rate Typ
1 WI	ESHM	10/22/12	10:51 AM NBC T	oday Show II	10AM-11AM	:30) OFA12Z151H			\$800.00 N
17 10/16/12 Class of Ti	10/19/1 me - Pre-e		Today Show III th notice	11AM-12PM/10-11 <i>F</i>	-TWTF	:30	3	\$700.00	NM	
Weeks:	Start Dat 10/15/12			Spots/Week 3	<u>Rate</u> \$700.00					
Spots: # Ch	h <u>Day</u>	Air Date	Air Time Descri	ption	Start/End Time	Lengtl	n Ad-ID			Rate Typ
1 W	ESHTu	10/16/12	11:30 AM NBC T	oday Show III	11AM-12PM/10-	11/ :30	OFA12P143H			\$700.00 N
2 W	ESHW	10/17/12	11:30 AM NBC T	oday Show III	11AM-12PM/10-	11/ :30	OFA12Z151H			\$700.00 N
3 W	ESHTh	10/18/12	11:30 AM NBC T	oday Show III	11AM-12PM/10-	11/ :3	OFA12G155H			\$700.00 N
18 10/16/12 Class of Ti	10/19/1		NOON NEWS 12-	12:12:00-12:30 PM	-TWTF	:30	3	\$450.00	NM	
Weeks:	Start Dat 10/15/12	te End D	ate MTWTFSS	Spots/Week 3	<u>Rate</u> \$450.00				-500/2	
Spots: # Ch		Air Date	Air Time Descri		Start/End Time	Lengt	h Ad-ID			Rate Ty
		10/16/12		OON NEWS 12-12:30	12:00-12:30 PM	190	O OFA12G145H			\$450.00 N
		10/17/12		OON NEWS 12-12:30	12:00-12:30 PM		O OFA12Z151H			\$450.00 N
		10/18/12	12:26 PM M-F N	OON NEWS 12-12:30	12:00-12:30 PM	:3	O OFA12G155H			\$450.00 N
19 10/16/12 Class of Ti	10/19/1 ime - Pre-e		4-5 PM NEWS	M-F 4-5 PM	-TWTF	:30	3	\$800.00	NM	
Weeks:	Start Da	te End D	Date MTWTFSS	Spots/Week	Rate					
0 / " ==	10/15/12			3	\$800.00					_
Spots: # Ch		Air Date	Air Time Descri		Start/End Time		<u>h Ad-ID</u>		×	Rate Ty
∠ VV	ESHTu	10/16/12	4:28 PM M-F 4-	S PIN NEWS	M-F 4-5 PM	:3	0 OFA12P143H			\$800.00 N

M-F 4-5 PM

:30 OFA12Z151H

\$800.00 NM





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type
19 10/16/12
Class of Time - Pre-emptible with notice Spots: # Ch
3 WESHTh
Class of Time - Pre-emptible with notice
Spots: # Ch
3 WESHTU 10/16/12 5:54 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 0FA12G145H \$1,100.00 NM 1 WESHW 10/17/12 5:52 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 0FA12Z151H \$1,100.00 NM 1 WESHTh 10/18/12 5:43 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 0FA12Z151H \$1,100.00 NM 1 WESHTh 10/18/12 5:43 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 0FA12Z151H \$1,100.00 NM 1 WESHTH 10/19/12 M-F 6-6:30 PM M-F 6-6:30 PM -TWTF :30 3 \$1,500.00 NM
2 WESHW 10/17/12 5:52 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 0FA12z151H \$1,100.00 NM 1 WESHTh 10/18/12 5:43 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 0FA12z151H \$1,100.00 NM
1 WESHTh 10/18/12 5:43 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 0FA12Z151H \$1,100.00 NM
Class of Time - Pre-emptible with notice Weeks: Start Date 10/15/12 10/21/12 70/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PIS :30 1 \$1,100.00 NM Class of Time - Immediately Pre-emptible with notice Class of Time - Pre-emptible with notice Weeks: Start Date 10/16/12 6:23 PM M-F 6-6:30 PM M-F 6-6:30 PM SA/SU 5:58-6:30 PIS :30 1 \$500.00 NM Class of Time - Immediately Pre-emptible without notice Weeks: Start Date 10/15/12 10/21/12S 1 \$500.00 Start/End Time Length Ad-ID Rate Type 10/15/12 10/21/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PIS :30 1 \$1,100.00 NM Class of Time - Pre-emptible without notice Weeks: Start Date 10/20/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PIS :30 1 \$500.00 NM Class of Time - Immediately Pre-emptible without notice Weeks: Start Date 20/20/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PIS :30 1 \$500.00 NM Class of Time - Immediately Pre-emptible without notice Weeks: Start Date 33.2,33.3
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -TWTF 3 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Typ 3 WESHTU 10/16/12 6:23 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA122151H \$1,500.00 NM 1 WESHW 10/17/12 6:28 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA122151H \$1,500.00 NM 2 WESHF 10/19/12 6:22 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA122151H \$1,500.00 NM SWESHF 10/19/12 6:22 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA122155H \$1,500.00 NM SWESHF 10/19/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PI S- :30 1 \$500.00 NM SWESHF SWESHF 10/19/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PI S- :30 1 \$500.00 NM SWESHF 10/15/12 10/21/12 S- 1 \$500.00 SWESHF 10/15/12 10/21/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PI SWESHF
3 WESHTU 10/16/12 6:23 PM M-F 6-6:30 PM
1 WESHW 10/17/12 6:28 PM M-F 6-6:30 PM
2 WESHF 10/19/12 6:22 PM M-F 6-6:30 PM
22 10/20/12 10/20/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PI S- :30 1 \$500.00 NM Class of Time - Immediately Pre-emptible without notice Weeks: Start Date
Class of Time - Immediately Pre-emptible without notice
Total Tota
1 WESH Sa 10/20/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 P, :00 \$500.00 NI See MG 33.2,33.3 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PIS :30 1 \$1,100.00 NM Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12S 1 \$1,100.00
See MG 33.2,33.3 23 10/21/12 10/21/12 SA/SU 6-6:30 PM Class of Time - Pre-emptible with notice SA/SU 5:58-6:30 PIS :30 1 \$1,100.00 NM Weeks: Start Date 10/15/12 10/21/12S End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12S Rate \$1,100.00
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 S 1 \$1,100.00
10/15/12 10/21/12S 1 \$1,100.00
1 WESHSu 10/21/12 6:28 PM SA/SU 6-6:30 PM SA/SU 5:58-6:30 PI :30 0FA12G155H \$1,100.00 NI
24 10/16/12 10/19/12 M-F Entertainment Tonigł 7:00-730 PM -TWTF :30 4 \$1,700.00 NM Class of Time - Pre-emptible with notice
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -TWTF 4 \$1,700.00
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type
3 WESHTu 10/16/12 7:26 PM M-F Entertainment Tonight 7:00-730 PM :30 оға12с145н \$1,700.00 N
2 WESHW 10/17/12 7:12 PM M-F Entertainment Tonight 7:00-730 PM :30 0FA12Z151H \$1,700.00 N
4 WESHTh 10/18/12 7:29 PM M-F Entertainment Tonight 7:00-730 PM :30 0FA12G155H \$1,700.00 N 1 WESHF 10/19/12 7:10 PM M-F Entertainment Tonight 7:00-730 PM :30 0FA12G155H \$1,700.00 N
25 10/16/12 10/19/12 M-F Access Hollywood Access Hollywood / -TWTF :30 2 \$1,700.00 NM Class of Time - Pre-emptible with notice
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -TWTF 2 \$1,700.00
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Typ
1 WESHTh 10/18/12 7:56 PM M-F Access Hollywood Access Hollywood :30 0FA12Z151H \$1,700.00 N 2 WESHF 10/19/12 7:39 PM M-F Access Hollywood Access Hollywood :30 0FA12Z151H \$1,700.00 N
26 10/20/12
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Rate





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 Invoice # Invoice Date Invoice Month Invoice Period 950396-1 10/28/12 October 2012 10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

ww.wesh.com										
							Spots/			
ne Start Date	End Date	e Desc	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
26 10/20/12 Class of Tir	10/20/12 me - Pre-er		MO WATER STATE OF THE STATE OF	- Company of the Comp	AND TO SEE SEE	:30	1	\$1,000.00	NM	4-1-2-1-7
Spots: # Ch		<u>vir Date</u> 0/20/12	Air Time Descrip	<u>ption</u> ntertainment this Week	Start/End Time 7:00-8:00 PM		<u>n Ad-ID</u> 0 OFA12Z15	1н		Rate Type \$1,000.00 NM
										ψ1,000.00 T4IVI
27 10/16/12 Class of Tir	10/20/12 me - Pre-er		News @ 11PM h notice	11-1135p	-TWTFS-	:30	3	\$1,600.00	NM	
Weeks:	Start Date 10/15/12	End D: 10/21/		Spots/Week 3	Rate \$1,600.00					
Spots: # Ch		vir Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type
		0/16/12 0/17/12	11:23 PM M-Su N		11-1135p		0 OFA12P14			\$1,600.00 NM
		0/17/12	11:32 PM M-Su N 11:33 PM M-Su N	_	11-1135p 11-1135p		0 OFA12Z15 0 OFA12G15			\$1,600.00 NM \$1,600.00 NM
										ψ1,000.00 Tell
28 10/16/12 Class of Tir		nptible wit		11:35P-12:35XM	-TWTF	:30	4	\$900.00	NM	
Weeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 4	<u>Rate</u> \$900.00					
Spots: # Ch	Day A	Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type
		0/16/12	12:32 AM NBC T		11:35P-12:35XM		0 OFA12G14			\$900.00 NN
		0/17/12	12:00 AM NBC T		11:35P-12:35XM		0 OFA12Z15			\$900.00 NN
		0/18/12 0/19/12	12:10 AM NBC T 12:29 AM NBC T		11:35P-12:35XM 11:35P-12:35XM	2 2/2	0 OFA12Z15 0 OFA12Z15			\$900.00 NN \$900.00 NN
				orlight Show	11.35F-12.35AW	.3	U OPAIZZI)TU		\$900.00 NI
29 10/22/12 Class of Tir	10/22/12 me - Pre-er	NBC nptible wit	Tonight Show th notice	11:35P-12:35XM	M	:30	1	\$900.00	NM	
Weeks:	Start Date 10/22/12	End D 10/28/		Spots/Week 1	<u>Rate</u> \$900.00					
Spots: # Ch		Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type
1 VVI	ESHM 1	0/22/12	12:29 AM NBC T	onight Show	11:35P-12:35XM	:3	0 OFA12G15	55H		\$900.00 NN
30 10/16/12 Class of Ti	10/19/12 me - Pre-er			NBC Carson Daly (TWTF	:30	4	\$100.00	NM	
Weeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 4	<u>Rate</u> \$100.00					
Spots: # Ch		Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type
		0/16/12		Carson Daly ON	NBC Carson Dal		0 OFA12P1			\$100.00 N
		0/17/12		Carson Daly ON	NBC Carson Dal	,	0 OFA12Z1			\$100.00 NI
		0/18/12		Carson Daly ON Carson Daly ON	NBC Carson Dal NBC Carson Dal	•	0 OFA12G1: 0 OFA12G1:			\$100.00 NI
										\$100.00 NI
		diately Pre	Carson Daly ON e-emptible without			:30	1	\$100.00	NM	
Weeks:	Start Date 10/22/12	10/28/	12 M	Spots/Week 1	<u>Rate</u> \$100.00					
Spots: # Ch		Air Date	Air Time Descri		Start/End Time		h Ad-ID	-400		Rate Typ
1 VV	ESHM 1	10/22/12	2:04 AM NBC (Carson Daly ON	NBC Carson Dal	y C :3	0 OFA12Z1	PTH		\$100.00 N
32 10/22/12 Class of Ti	10/22/12 me - Imme		NBC Prime VOIC e-emptible without		M	:30	1	\$5,000.00	NM	
Weeks:	Start Date 10/22/12	End D		Spots/Week	<u>Rate</u> \$5,000.00					
Spots: # Ch		Air Date	Air Time Descri	iption	Start/End Time	Leng	th Ad-ID			Rate Typ
	ESHM :	10/22/12 IG 33.2,33	Mon N	IBC Prime VOICE	Prime Other		00			\$5,000.00 Ni
33 10/16/12 Class of Ti	10/16/12 me - Imme	NBC	Prime GO ON/ Ne-emptible without	EW9:00-10:00 PM	-T	:30	1	\$2,500.00	NM	
Weeks:	Start Date			Spots/Week	Rate		***			
	10/15/12	10/21/		1	\$2,500.00					





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Date Invoice Month Invoice Period Invoice # 950396-1 10/28/12 October 2012 10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

ww.w	esh.com						Spots/			
ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
33	10/16/12 Class of Tir	10/16/12 ne - Immedia	NBC Prime GO ON/ ately Pre-emptible without		-T 4005000 .	:30	es i es il es i	\$2,500.00	NM	
		ESHTu 10/		cription Prime GO ON/ NEW N	Start/End Time IORM9:00-10:00 PM		th Ad-ID			Rate Type \$2,500.00 N/
	2 WE	ESHTu 10/	Committee of the commit	Prime VOICE	8:00-9:00 PM	:3	30 OFA12G1	45н		\$4,000.00 NN
	3 WE	ESHW 10/	.2.1,22.1,33.1 /17/12 9:17 PM NBC .2.1,22.1,33.1	Prime L&O SVU	9:00-10:00 PM	:3	30 OFA12Z1	51н		\$9,000.00 NM
34	10/17/12 Class of Tir	10/17/12 ne - Immedia	NBC Prime CHICAG	O FII10:00-11:00 PM ut notice	W	:30	1	\$5,500.00	NM	
	Weeks:		End Date MTWTFSS		<u>Rate</u> \$5,500.00					
			<u>Date</u> <u>Air Time</u> <u>Desi</u> 17/12 10:29 PM NBC		Start/End Time 10:00-11:00 PM		<u>th</u> <u>Ad-ID</u> 30 OFA12Z1	51н		Rate Type \$5,500.00 NM
35	10/19/12 Class of Tir	10/19/12 ne - Immedia	NBC Prime WHITNE		F	:30	1	\$1,600.00	NM	
	Weeks:	Start Date 10/15/12	End Date		<u>Rate</u> \$1,600.00					
			<u>Date</u> <u>Air Time</u> <u>Des</u> /19/12 8:20 PM NBC		<u>Start/End Time</u> 8:00-9:00 PM		<u>th Ad-ID</u> 30 OFA12G1	55н		<u>Rate</u> <u>Type</u> \$1,600.00 NM
36	10/19/12 Class of Tir	10/19/12 me - Pre-emp	NBC Prime GRIMM otible with notice	9:00-10:00 PM	F	:30	1	\$4,500.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSSF-	Spots/Week 1	<u>Rate</u> \$4,500.00					-
			<u>Date</u> <u>Air Time</u> <u>Des</u> /19/12 9:19 PM NBC	cription Prime GRIMM	Start/End Time 9:00-10:00 PM		<u>th</u> <u>Ad-ID</u> 30 OFA12G1	55н		<u>Rate</u> <u>Typ</u> \$4,500.00 NI
37	10/21/12 Class of Tir	10/21/12 me - Pre-emp	NFL otible with notice	8:00PM-conclusio	nS	:30	1	\$12,000.00	NM	A
	Weeks:	Start Date 10/15/12	End Date MTWTFSS		<u>Rate</u> \$12,000.00				11-11-10-1	
			<u>Date</u> <u>Air Time</u> <u>Des</u> /21/12 10:02 PM NFL		Start/End Time 8:00PM-conclus		<u>th Ad-ID</u> 30 0FA12Z1	51н		<u>Rate</u> <u>Typ</u> \$12,000.00 NI
38	10/21/12 Class of Tir	10/21/12 me - Immedia	Sun 5-6a ately Pre-emptible witho	Sun 5-6a ut notice	S	:30	1	\$50.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u> \$50.00					
		n <u>Day Air</u> ESHSu 10 <i>i</i>	<u>Date</u> <u>Air Time</u> <u>Des</u> /21/12 5:42 AM Sun		Start/End Time Sun 5-6a		<u>ith Ad-ID</u> 30 OFA12G1	.55н		<u>Rate</u> <u>Typ</u> \$50.00 NI
39	10/16/12 Class of Ti	10/19/12 me - Pre-emp	M-Sun Nightly News	6:30-7:00 PM	-TWTF	:30	2	\$3,000.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS -TWTF		<u>Rate</u> \$3,000.00					C 24-
	Spots: # Ch 2 W	n <u>Day Air</u> ESHTh 10		<u>cription</u> un Nightly News	Start/End Time 6:30-7:00 PM		<u>ath Ad-ID</u> 30 OFA12G1	.55н		<u>Rate</u> <u>Tyr</u> \$3,000.00 N
				un Nightly News	6:30-7:00 PM		30 OFA12Z1			\$3,000.00 N
40	0 10/22/12 Class of Till Weeks:	10/22/12 me - Pre-emp Start Date	M-Sun Nightly News ptible with notice End Date MTWTFSS	S AMERICAN STATE OF SCHOOLS OF STATE OF	M Rate	:30	1	\$3,500.00	NM	
	Spots: # Ch	10/22/12	10/28/12 M	- 1	\$3,500.00 Start/End Time	Lend	ath Ad-ID			Rate Typ
	1 W	ESHM 10	/22/12 6:44 PM M-S	un Nightly News	6:30-7:00 PM		30 OFA12Z1			\$3,500.00 N
41	10/16/12	10/16/12	NBC Prime VOICE	8:00-9:00 PM	-T	:30	1	\$4,000.00	NM	





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date **Invoice Month** Invoice Period 950396-1 10/28/12 October 2012 10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

rw.wesh.com				
		Spots/		
ne Start Date End Date Description Start/End Time	MTWTFSS Le	ength Week Rate	Type	
Class of Time - Immediately Pre-emptible without notice	The second second	a stronger Property		
Weeks: Start Date End Date MTWTFSS Spots/Week 10/15/12 10/21/12 -T 1	<u>Rate</u> \$4,000.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WESHTu 10/16/12 8:20 PM NBC Prime VOICE	8:00-9:00 PM	:30 OFA12P143H		\$4,000.00 NM
42 10/22/12 10/22/12 NBC Prime VOICE 8:00-9:00 PM Class of Time - Pre-emptible with notice	M	:30 1 \$8,500.0	NM C	
Weeks: Start Date End Date MTWTFSS Spots/Week	Rate		-	
10/22/12 10/28/12 M 1 Spots: # Ch <u>Day Air Date</u> Air Time Description	\$8,500.00 Start/End Time	Length Ad-ID		Rate Type
1 WESHM 10/22/12 8:00 PM NBC Prime VOICE	8:00-9:00 PM	:30 OFA12G155H		\$8,500.00 NM
43 10/16/12 10/19/12 COMMITMENT 2012 SPE12:30PM-1:00PM Class of Time - Immediately Pre-emptible without notice	-TWTF	:30 2 \$300.0	NM C	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/15/12 10/21/12 -TWTF 2	<u>Rate</u> \$300.00			and the second
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
2 WESHTu 10/16/12 12:48 PM COMMITMENT 2012 SPECIA 1 WESHW 10/17/12 12:51 PM COMMITMENT 2012 SPECIA		:30 OFA12P143H :30 OFA12Z151H		\$300.00 NM \$300.00 NM
				\$300.00 NIV
44 10/22/12 10/22/12 COMMITMENT 2012 SPE12:30PM-1:00PM Class of Time - Immediately Pre-emptible without notice	M	:30 1 \$300.0	0 NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 M 1	<u>Rate</u> \$300.00	-		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WESHM 10/22/12 12:42 PM COMMITMENT 2012 SPECIA	L 12:30PM-1:00PM	:30 OFA12G155H		\$300.00 NN
45 10/22/12 10/22/12 M-F 5-6 PM ROT 5:00-6:00 PM Class of Time - Pre-emptible with notice	M	:30 1 \$1,100.0	0 NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 M 1	<u>Rate</u> \$1,100.00			
Spots: # Ch Day Air Date Air Time Description 1 WESHM 10/22/12 5:29 PM M-F 5-6 PM ROT	Start/End Time	Length Ad-ID		Rate Type
	5:00-6:00 PM	:30 OFA12G155H		\$1,100.00 NM
46 10/16/12 10/19/12 KATIE COURIC DAY 2-3PM Class of Time - Immediately Pre-emptible without notice	-TWTF	:30 4 \$250.0	0 NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/15/12 10/21/12 -TWTF 4	<u>Rate</u> \$250.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
4 WESHTu 10/16/12 2:35 PM KATIE COURIC DAY 2 WESHW 10/17/12 2:49 PM KATIE COURIC DAY	2-3PM	:30 OFA12G145H		\$250.00 NN
3 WESHTh 10/18/12 2:56 PM KATIE COURIC DAY	2-3PM 2-3PM	:30 OFA12Z151H :30 OFA12Z151H		\$250.00 NN \$250.00 NN
1 WESHF 10/19/12 2:32 PM KATIE COURIC DAY	2-3PM	:30 OFA12G155H		\$250.00 NN
47 10/22/12 10/22/12 KATIE COURIC DAY 2-3PM Class of Time - Pre-emptible with notice	M	:30 2 \$450.0	0 NM	
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M Spots/Week M	<u>Rate</u> \$450.00			V
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WESHM 10/22/12 2:11 PM KATIE COURIC DAY 2 WESHM 10/22/12 2:49 PM KATIE COURIC DAY	2-3PM	:30 OFA12G155H		\$450.00 NN
	2-3PM	:30 OFA12Z151H		\$450.00 NN
48 10/20/12 10/20/12 NBC Prime CHICAGO FIF9:00-10:00 PM Class of Time - Immediately Pre-emptible without notice	S-	:30 1 \$1,000.0	0 NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 10/15/12 10/21/12 S- 1	<u>Rate</u> \$1,000.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WESHSa 10/20/12 9:44 PM NBC Prime CHICAGO FIRE	9:00-10:00 PM	:30 OFA12Z151H		\$1,000.00 NN

DUPINVOICE



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
950396-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length We	ek Rate	Туре	
4	9 10/20/12 Class of Tir	10/20/12 ne - Immedia	NBC Prime L&O tely Pre-emptible wi		S-	:30	1 \$1,000.	00 NM	
	Weeks:	Start Date 10/15/12	End Date MTWTI		<u>Rate</u> \$1,000.00				
	Spots: # Ch			and the second second second second second	Start/End Time	Length Ad-			Rate Type
	1 WI	ESHSa 10/	20/12 10:30 PM N	IBC Prime L&O SVU	10:00-11:00 PM	:30 OFA	12G155H		\$1,000.00 NM
5	0 10/20/12 Class of Tir	10/20/12 me - Pre-emp	NBC Prime REVO	DLUTIO18:00-9:00 PM	S-	:30	1 \$1,200.	00 NM	
	Weeks:	Start Date 10/15/12	End Date MTWT		<u>Rate</u> \$1,200.00				
	Spots: # Ch				Start/End Time	Length Ad-			Rate Type
	1 WI	ESHSa 10/	20/12 8:44 PM N	IBC Prime REVOLUTION	8:00-9:00 PM	:30 OF	A12G155H		\$1,200.00 NM
5	1 10/21/12 Class of Til	10/21/12 me - Immedia	CHRIS MATTHE tely Pre-emptible wi	WS WKICHRIS MATTHE thout notice	:W:S	:30	1 \$300.	.00 NM	
	Weeks:	Start Date 10/15/12	End Date MTWT		<u>Rate</u> \$300.00				
	Spots: # Ch	Day Air	Date Air Time [<u>Description</u>	Start/End Time	Length Ad	<u>-ID</u>		Rate Type
	1 W	ESHSu 10/	21/12 10:22 AM (CHRIS MATTHEWS WKN	ID EM CHRIS MATTHE	:30 OF	A12Z151H		\$300.00 NM
					Total Spots	97			

\$132,375.00

Payment Terms 30 Days

Agency Commission

\$19,856.25

Net Amount Due

Gross Total

\$112,518.75